

ABSTRACT

The current research was done to find out the impact of social media use and cyberbullying on body image satisfaction and self-esteem of young adults. The research was conducted on a sample of 400 university/college students from private and public college/universities. The measures used for the research were social networking time use scale (Olufadi, 2015), cyberbullying victimization scale (Patchin & Hinduja, 2003), Multidimensional body self relations questionnaire (Cash, 2000) and Rosenberg self-esteem scale (Rosenberg, 1965). The study yielded significant negative relationship of Appearance evaluation with cyberbullying and positive relationship with specific motives for social media use; significant negative relationship of appearance orientation with public place usage of social media and significant positive relationship with stress-related usage of social media; significant negative relationship of self-esteem with cyberbullying and public place usage of social media. A further regression analysis showed cyberbullying as a negative predictor of self-esteem. Public place related usage of social media came out to be a negative predictor of appearance orientation and self-esteem, while stress-related usage of social media came out to be a positive predictor of appearance orientation. Further analysis on demographics showed gender differences in self-esteem and appearance orientation. Differences were found in private and public universities on overweight preoccupation; previous deletion of posts on over-weight preoccupation and body areas satisfaction. while an analysis of variance showed that the primary source of technology used to access social media had significant differences for self-esteem and overweight preoccupation. This research has future implications for clinicians, young adults, therapeutic techniques and management plans.

Keywords: social media use, cyberbullying, body image, self-esteem, appearance evaluation